

November 8, 1946

TO: Managers and Business Managers, Ivy Stations

FROM: Dave Linton

RE: New York Times

As you know, Art Sherin of Avery-Knodel and I saw Ivan Veit, the Promotion Director of the New York Times, this morning. He was cordial and regretted the misunderstandings which have dogged the negotiations between the Times and IBS. He was originally under the impression that IBS was a sales representative and not concerned with anything but advertising, so they naturally did not discuss this plan with us. We also regretted the misunderstandings, and explained our reasons for feeling that the acceptance of the arrangement would be unfair to our client, the Herald-Tribune. Art Sherin presented the network program which we suggested for the Times, and Mr. Viet said he would discuss it with General Adler and call me this afternoon.

He has now informed me by phone that the Times will not start the news service on Monday, and that the stations which are still committed to the Times had been informed. The Times is not buying the network program we offered them at present, but we still consider them a good potential client. They have a particular stake in the campus market and some interest in campus radio. After the smoke has cleared, Art Sherin will open the negotiations again.

We are all sorry not to have the news service, at least for the moment, but I believe we have followed the best course of action. Advertisers still have to be convinced that campus stations are honestly run. "A station is known by the Companies it keeps" is a well-known slogan in radio.

Other prospective clients are also being offered the network news spot. You will be kept informed of developments.

*Dave*



#### Ivy Network Basic Stations

(These stations must be bought to get Network service)

Harvard, Brown, Yale, Princeton, Columbia, University of Pennsylvania (and Rutgers when available)

#### Seacoast Supplementaries

(available individually or together. Discount if all are bought)

Radcliffe, Wellesley, Wesleyan, Haverford, (Bryn Mawr, University of Connecticut when available)

#### Inland Supplementaries

(Must be taken as a group to get network service)

Bucknell, Cornell, Hamilton, Union, Williams

Stations not in the Ivy Network area may be covered by transcription of network programs.

Group discounts are figured as a percentage of the amount remaining after deduction of frequency discounts.

Agency commission of 15% is figured on the amount remaining after deduction of all discounts.

Representative's commission of 15% is figured on the amount remaining after deduction of agency commission.



# Intercollegiate Broadcasting System

## National Rate Card No. 4

### Size Groups by enrollment:

Group A Colleges with 5,000 students or more  
Group B Colleges with 2,500 to 5,000 students  
Group C Colleges with 1,000 to 2,500 students  
Group D Colleges with less than 1,000 students

| <u>Rates</u>          | Size | A    | B    | C    | D    |
|-----------------------|------|------|------|------|------|
| 1 hour                | \$   | 50   | 40   | 30   | 20   |
| Half hour             |      | 30   | 24   | 18   | 12   |
| Quarter hour          |      | 20   | 16   | 12   | 8    |
| 5 minutes             |      | 10   | 8    | 6    | 4    |
| 100 words or 1 minute |      | 5    | 4    | 3    | 2    |
| 30 words              |      | 3.50 | 2.80 | 2.10 | 1.40 |

### Discounts

Frequency Discount: 13 times  $2\frac{1}{2}\%$   
26 times 5  
39 times  $7\frac{1}{2}\%$   
52 times 10  
104 times  $12\frac{1}{2}\%$   
130 times 15

### Group Discounts (figured after frequency discount)

#### Discount groups:

Men's Colleges 1 group  
Women's Colleges 1 group  
Co-ed Colleges 1 group

Ivy Network Basic stations 1 group  
Seacoast supplementary stations 1 group  
Inland supplementary stations 1 group

One group, or Ivy Network Basic  $2\frac{1}{2}\%$

Two Groups, or Ivy Basic and a supplementary group 5%

Three groups, or Ivy Basic and both supplementary groups  $7\frac{1}{2}\%$